

## HOW CAN ENERGIDE FOR HOUSES HELP MY BUSINESS?



As a professional contractor, you know that few homeowners give much thought to energy efficiency when they begin to plan their renovation or home improvement projects.

What's important to them is top quality work, preferred lifestyle features and increased comfort. And, of course, value for money.

Sometimes customers don't recognize that the poor condition of windows, lack of insulation or an old, inefficient heating system make it a real challenge to deliver the results they want.

This is where having an EnerGuide for Houses technician on your team comes in.

EnerGuide for Houses can make it much easier to explain the need for the extra investment and demonstrate the benefits to your customer. It backs you up with an independent evaluation of the home's current level of energy efficiency and shows how much this will improve if your recommended changes are made.

By associating the EnerGuide name with our approach, we have increased the credibility of our recommendations because EnerGuide is the most trusted name in the energy efficiency market in Quebec and across Canada.

Gilles Girard  
Négawatts production inc.  
Métabetchouan, Québec

With EnerGuide for Houses it's easier to keep your customer's project plans on solid ground. It also opens the door for you to upsell the energy improvements the house really needs with less risk that a competitor's low-ball bid will be taken seriously.

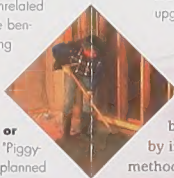
EnerGuide for Houses also offers long-term benefits for your business. Energy efficiency can make a tremendous difference in home comfort – fewer drafts and cold spots, more even temperatures throughout the house and proper ventilation. This means satisfied customers, more referrals and more business for you.

*By helping you sell quality  
renovations and home improvements,  
EnerGuide for Houses helps you build  
a solid reputation.*

## WHEN SHOULD I USE ENERGUIDE FOR HOUSES?

Not all homes and not all projects require an EnerGuide for Houses evaluation. However, there are a number of situations where this service makes a lot of sense:

- **If the house is old**, if windows or siding need replacing, if the furnace is outdated or if there is little or no detectable insulation: These are all indications that energy upgrades are needed. Even if the planned renovation or home improvement work is unrelated to these parts of the house, pointing out the benefits of increased energy efficiency, including greater comfort and better ventilation, is a value-added service to your clients. EnerGuide for Houses will back you up.
- **If the project involves structural work or changes to exterior walls or the roof:** "Piggy-backing" energy improvements on to other planned renovation work can be very cost-effective.



- **If your customers complain about cold spots, drafts or frost-covered windows in winter:** These are the classic symptoms of poor energy efficiency in older homes. If you suspect that a house has these problems, be sure to ask the customer about them. EnerGuide for Houses will back you up.

- **If you see signs of water damage on window sills or dust traces around window trim or baseboards:** Excessive air leakage means less comfort and it can also lead to structural problems. EnerGuide for Houses will back you up.
- **If the renovation involves significant lifestyle upgrades:** The comfort and enjoyment of a house is not just a matter of incorporating lifestyle features, it is also linked to energy efficiency – and eliminating drafts, temperature swings and cold feet. EnerGuide for Houses will back you up.
- **If your customer is looking for window, door or siding replacement:** It makes sense to choose quality replacement products. EnerGuide for Houses will back you up.
- **If you've already performed substantial energy upgrading work:** Consider recommending that your customer have a second EnerGuide for Houses assessment. A revised label shows future buyers the real value of even hidden upgrades. EnerGuide for Houses will back you up.

The report is easy to read and provides the customer with an unbiased "second opinion". Because it explains the benefits and savings that they will gain by including energy-efficient materials and methods in their renovations, it has become a useful tool to back up my recommendations.

Ken Meyer  
Comfort Energy Systems Ltd.,  
Kelowna, British Columbia



## IS ENERGIDE FOR HOUSES A HOME INSPECTION?

An energy evaluation and a home inspection are two different kinds of assessment. Energy technicians are contracted by home buyers and sellers, and by homeowners who want to improve the energy efficiency of their homes. Home inspectors generally assess the structural integrity of homes, usually after buyers have made an offer to purchase or before closing the deal.



## HOW WAS ENERGIDE FOR HOUSES DEVELOPED?

EnerGuide for Houses reflects more than two decades of research and development by Natural Resources Canada and the home building industry. The computer software that forms the backbone of the EnerGuide for Houses evaluation is based on HOT2000, the computer modelling program used to design Canada's world-renowned R-2000 homes.

With EnerGuide for Houses, each home receives a specific rating that indicates its level of energy efficiency. Unimproved older homes typically have ratings between zero and 50 while the average new home falls between 68 and 82. The evaluation also estimates how much the home's rating would improve if recommended energy efficiency improvements are made.



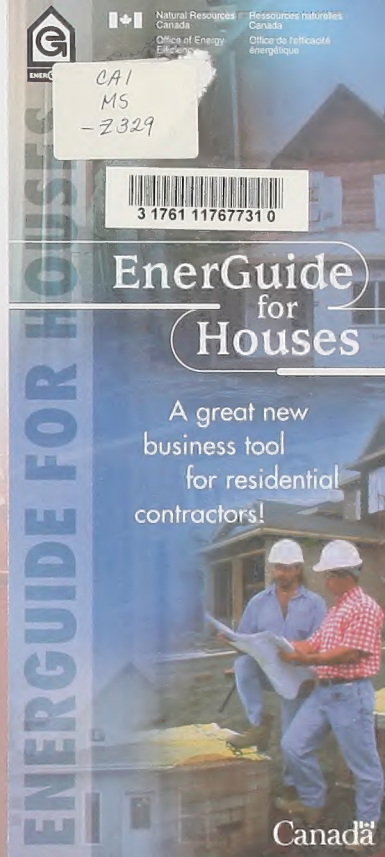
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# EnerGuide for Houses

A great new  
business tool  
for residential  
contractors!



Canada

# Introducing the newest member of your team...

In today's competitive market, successful residential contractors need to be backed up by a strong team.

EnerGuide for Houses is an independent home energy assessment service that helps you deliver more value to your customers. EnerGuide for Houses provides an accurate snapshot of all energy-related aspects of a home and shows where improvements can be made.

But that's just the beginning. EnerGuide for Houses links energy efficiency to comfort and ventilation – a powerful combination of customer benefits. This helps you to sell customers on the best overall approach to their home improvement or renovation projects.

EnerGuide for Houses makes it easy to give customers the right renovation and product choices and get them focused on value, not price. And you can show customers that your advice is backed up by trained, independent technicians who use state-of-the-art technology developed by the Government of Canada.

Best of all, EnerGuide for Houses is inexpensive, fast and available when you need it. It's the kind of teamwork that can give your company a competitive edge.

## HOW DOES ENERGIDE FOR HOUSES WORK?

Across Canada, a network of specially trained, independent service companies are licensed to use the EnerGuide for Houses system. Simply contact the company in your area and arrange for an evaluation at a time that's convenient for your customer.

An EnerGuide for Houses evaluation is simple and takes only a few hours:

- The technician will conduct a thorough walk-through of the house inside and out, gathering information about structure, insulation, windows and doors, and heating and ventilation systems.
- The technician will also perform a "blower door test" to determine the rate of air leakage in the home.
- All this information is entered into a computer program and analysed.

- A printed report gives your customer clear, easy-to-understand information:

- an estimate of current energy consumption and costs, broken down for space heating, water heating and appliances and lighting

- an estimate of current heat loss and where heat losses are occurring

- recommendations for improvements in order of priority

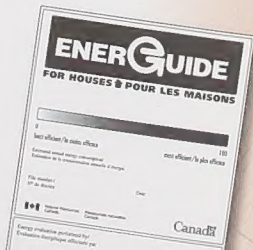
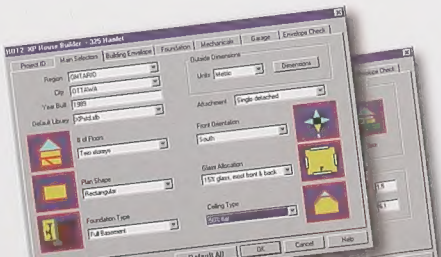
- an estimate of how these improvements will lower energy costs

- a rating of the home's current energy efficiency and how much it will improve if the recommendations are followed

- At a time convenient to you and your customer, the technician will present the report and go through it item by item. Your customer will also be given an EnerGuide for Houses label showing how the home performed.

- You and your customer can then discuss the evaluation results and make firm plans for home improvement or renovation.

*It's as easy as that!*



## WILL ENERGIDE FOR HOUSES AFFECT MY JOB SCHEDULE?

It shouldn't be a problem. The on-site evaluation takes only a few hours, and the EnerGuide for Houses report is simple, straightforward and easy for your customer to understand. To get the greatest value from EnerGuide for Houses, have the evaluation done as early as possible, while you're still firming up plans with your customer.

## WHO DOES THE ENERGIDE FOR HOUSES TECHNICIAN WORK FOR?

That's really up to you. EnerGuide for Houses is an independent service available to both homeowners and contractors. It is being advertised nationally in newspapers and magazines, so more and more homeowners will be aware of the service.

You can choose to recommend the service to your customers and let them make the arrangements. Or you can make EnerGuide for Houses part of your company's team by including it in your customer service package.

When homeowners arrange for the service, the technician will present the results directly to them. It may make more sense for you to handle the arrangements and be involved when the technician's results are presented. This gives you a chance to ask the technician questions and explain to your customer how the results relate to their project plans.

## How do I contact an EnerGuide for Houses service company?

If you received this pamphlet from an EnerGuide for Houses service company, give them a call. Each EnerGuide for Houses service company is an independent business that you deal with like any other subcontractor.

If you don't know how to contact your local EnerGuide for Houses service company, it's easy to find out. Just call 1-800-387-2000 and ask for the name of the EnerGuide for Houses service company in your area.

*Get EnerGuide for Houses on Your Company's Team Today!*

For more information about EnerGuide for Houses or for copies of our energy efficiency publications, please contact:

Natural Resources Canada, Office of Energy Efficiency  
Housing, Buildings and Regulations Division  
Internet: [energuide.nrcan.gc.ca/houses](http://energuide.nrcan.gc.ca/houses)  
Fax: (613) 943-1590  
Phone: (613) 992-9641  
Publications line:  
1-800-387-2000 (toll-free)



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Office de l'efficacité énergétique



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Leading Canadians to Energy Efficiency  
at Home, at Work and on the Road